



## BEACHWEAR - UNDERWEAR - ATHLEISURE CONTEST

An exclusive project by MarediModa

**CANNES, PALAIS DES FESTIVALS, 3-4-5 November 2020**

### THE CONTEST

#### Introduction and objectives:

**THE LINK** is an annual talent scouting competition promoted by MarediModa, with the aim to support the creativity of young students from over 100 among the most prestigious European schools of fashion design, in particular beachwear, underwear, athleisure. The objective is to promote the European culture and creativity of young and vibrant new talents.

The contest, organized by MAREDIMODA (the international beachwear, intimates and athleisure fabrics trade show held once a year at the Palais des Festivals in Cannes, France), includes the **design of a mini-collection of beachwear, lingerie or athleisure.**

The participation is free and open to fashion design students or newly graduated fashion designers coming from European schools or schools of nearby countries.

**Finalists of previous editions are not allowed to participate again.**

**Semi-finalist may send a new application.**

#### Activity Areas:

Each student must choose one of the following categories:

**Beachwear** (4 beachwear outfits)

**Intimates** (4 underwear outfits)

**Athleisure** (4 athleisurewear outfits)

#### Judging criteria:

Accepted projects will be evaluated according to the following criteria:

- Realization of the project
- Innovative features and real application
- Research & fashion content
- Enhancement of printed fabrics

#### HOW TO APPLY:

All candidates must submit the following papers no later than **April 30<sup>th</sup> 2020**:

- a) **application form, filled out in all its parts, duly signed and a passport size photo.**  
Incomplete application forms will not be accepted.
- b) **a detailed CV**
  
- c) **a sketch book containing:**

- a sketch for each of the 4 outfits. On each sketch indicate your personal information (first and last name).
- each sketch must be numbered (from 1 to 4) and accompanied by a short text illustrating:
- the collection mood board (text and images illustrating the spirit of the collection and type of fabrics).

Incomplete applications will not be accepted.

Papers and project must be received by MarediModa by April 30<sup>th</sup> 2020.

Projects will not be returned and it will be included in the archive of THE LINK

Both application and project may be sent by post, we transfer or dropbox as follows:

#### 1) BY POST

originals or colored copies of the original project + original application + USB MEMORY STICK containing pdf files of the graphic projects

Please send your parcel to the following address:

**MAREDIMODA - THE LINK**  
**VIA RAIMONDI 1**  
**22100 COMO**  
**ITALY**

Please send your applications by **priority mail** and indicate clearly on the parcel **“documents”**. The organization declines any responsibility for customs charges and would be compelled to refuse the parcel.

#### 2) BY EMAIL

- Via Wettransfer (<https://www.wetransfer.com>) to the following e-mail addresses:  
[umberto@amatostudio.com](mailto:umberto@amatostudio.com)
- [info@maredimoda.com](mailto:info@maredimoda.com)

### WHAT HAPPENS WHEN A PROJECT IS SELECTED

#### Semifinalists\_

By April, the First Observatory will examine all projects received. The results will be published immediately on MarediModa website ([www.maredimoda.com](http://www.maredimoda.com)) and on THE LINK Facebook page ([JOIN IT](#)). The selected **semifinalists will be notified immediately**. Each participant is responsible for providing correct contact information to the contest organizers as well as any change which might occur throughout the selection.

**Semifinalists** will be asked to create **1 prototype** which must correspond to one of the sketches submitted during the contest application phase. Semifinalists will receive generic textiles (according to the category chosen) which can be used to create the prototype that, in turn, must be received by MarediModa not later than **15 July 2020**

#### Finalists\_

The second Observatory, under the aegis of the MarediModa President, will declare the **contest finalists**.

The results will be published on MarediModa's website ([www.maredimoda.com](http://www.maredimoda.com)) and on THE LINK group on Facebook. The organization will notify immediately all the selected finalists who will

receive a selection of suitable fabrics to manufacture their mini collection according to original sketches they sent during the first selection phase.

All finalists will be invited to Cannes (both travel and accommodation at MarediModa's charge) on the occasion of MarediModa trade show from 3 (setting up day) until 5 November 2020 (accommodation information along with the event program will be communicated in due time). The first three classified of each area will be present at the show and will enjoy a space to exhibit their collection.

Finalists will be judged by a technical jury present at the trade show and by the visitors' vote. An Official Ceremony Award on Nov. 4<sup>th</sup>, held during the event, will appoint the winners of the contest. On this occasion they will be introduced to the press, to fashion brands and style bureau. The fashion show and the award ceremony will be reported by photos and videos and followed by a press release of the event.

A professional photo shoot of the finalist' outfits worn by models will take place throughout the 3 day trade show

**A special mention will be dedicated to the winners and their collection on international magazines and websites of fashion industry.**

### **PRIZES:**

**2 winners of each category (beachwear, underwear and athleisure) will be appointed**

**2<sup>nd</sup> ranked designer will receive a cash prize of 500€**

**1<sup>st</sup> ranked designer will receive a cash price of 1000€**

**(prizes will be paid within 31<sup>st</sup> December 2020).**

**All finalists will have the opportunity to join the comOn project, which includes a program of visits and activities promoted in the Como - Italy textile district (both travel and accommodation at MarediModa's charge)**

**Furthermore, 2 finalists will have the chance of experiencing an internship in an international company partner of the contest.**

**Thanks to the collaboration with the Florentine trade show Maredamare finalists will have the opportunity to parade a new collection of 4 outfits or the previous one of Cannes in July 2021 together with those of international brands.**

Signature for acceptance

---

For further information, please get in touch with:

**Franco Taiana**  
**franco@maredimoda.com**



IN PARTNERSHIP  
WITH

FASHION  
NETWORK

MAREDAMARE

FASHION  
CHANNEL